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Artist: Cache



**CITY *of***  
**LOWELL**

# **Office of Cultural Affairs & Special Events**

## Cultural Sector ARPA Grant Programs Webinar

# Agenda

1. Funding Source: What's ARPA?
2. Cultural Festivals and Events Program
3. City of Lowell Public Art Program
4. Cultural Organization Recovery Program
5. Questions



# American Rescue Plan Act (ARPA) Key Facts:

- Signed into law March 11, 2021
- Over 75 million total funds for City of Lowell
- \$1,500,000 allocated towards Cultural Affairs & Special Events, endorsed by the Lowell City Council in October 2022
- Intended to address the negative health and economic impacts caused by the COVID-19 pandemic
- More information about the ARPA framework can be found at <https://www.lowellma.gov/1574/American-Rescue-Plan-Act>







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# **Cultural Festivals & Events Program**

**March 29 - June 1  
\$200,000 allocation**



# Cultural Festivals & Events Program

## Overview

- Open to 501(c)3 organizations, non-profit organizations, and volunteer-led groups.
- Intended to provide a first/next step in recovery, and continue to enhance the successful return of cultural festivals and events in 2023.
- Priority will be given to festivals and events that can demonstrate a plan for sustainability beyond the end of the program.

# Cultural Festivals & Events Program

## Eligibility

1. 501(c)3 organizations
2. Non-501(c)3 non-profits
3. Volunteer groups.

Also:

- To be eligible for funding, the festival or event must be occurring in Lowell, MA.
- The festival will take place within April 2023-December 2024

Not eligible: For-Profit Entities/Events

# Cultural Festivals & Events Program

## Application Timeline

- Applications opened on March 29, 2023.
- Applications will close on June 1, 2023 at 5pm.
- Applications will be reviewed on a rolling basis, and in order of festival/event dates.
  - For example, events occurring in April/May will be reviewed prior to events occurring in June/July.
- Projects must be completed by December 2024

# Cultural Festivals & Events Program

## Payment Schedule

- 25% on signing of Grant Agreement
- 50% on receipt of Deliverables Packet
- 25% post-event
- All events and festivals must be completed by December 2024





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# **City of Lowell Public Art Program**

**March 29 - August 25  
\$300,000 allocation**

# City of Lowell Public Art Program

## Overview

- Open to non-profit organizations, for-profit businesses, and individuals.
- This program aims to stimulate a sense of community pride and improve the quality of life for Lowell residents.
- Projects must meet all City of Lowell Public Art Guidelines, and a formal public art application must be submitted.



# City of Lowell Public Art Program

## Eligibility

1. Non-profit organizations
2. For-profit businesses
3. Individuals

Also:

- To be eligible for funding, the project must be installed or take place in Lowell, MA.
- Projects must meet all City of Lowell Public Art Guidelines (Mural Ordinance) and a formal public art application must be submitted.
  - Mural Ordinance: <https://ecode360.com/38752493>

# City of Lowell Public Art Program

## Application Timeline

- Applications opened on March 29, 2023.
- Applications will close at 5pm on August 25, 2023
- Approval/Denial notifications in mid-September 2023
- Projects must be completed by December 2024



# City of Lowell Public Art Program

## Payment Schedule

- 25% on signing of Grant Agreement
- 50% on receipt of Deliverables Packet
- 25% post-installation
- All projects must be completed by December 2024





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# **Cultural Organization Recovery Program**

**June 1 - September 1  
\$300,000 allocation**



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# Cultural Organization Recovery Program

## Overview

- Open to 501(c)3 organizations or organizations with a designated fiscal agent.
- This program is designed to help Lowell's cultural organizations with audience retention and building, partnership building, and community engagement.
- Organizations must have been in operation on or before January 1, 2022.

# Cultural Organization Recovery Program

## Eligibility

1. 501(c)3
2. Non-Profit non-501(c)3
3. Volunteer-based

Also:

- In good standing with the City of Lowell
- Operating in Lowell, MA since at least January 1, 2022

Not eligible: For-Profit Businesses, Organizations in poor standing with the City of Lowell



# Cultural Organization Recovery Program

## Ineligible Expenses

- Working capital support (e.g. rent, mortgage, utilities, or payroll) or to pay off existing debt
  - EXCEPTION: The creation of a new position to support programming
- Purchase of property
- Business travel
- Personal uses
- Reimbursement of business expenses that have already been accrued or paid
- Expenses for projects that started prior to the approval by the City or conclude after 12/31/26

# Cultural Organization Recovery Program

## Application Timeline

- Applications open on June 1, 2023.
- Applications will close on September 1, 2023 at 5pm.
- Approval/Denial notifications in late-September 2023
- Projects must be completed by December 2024

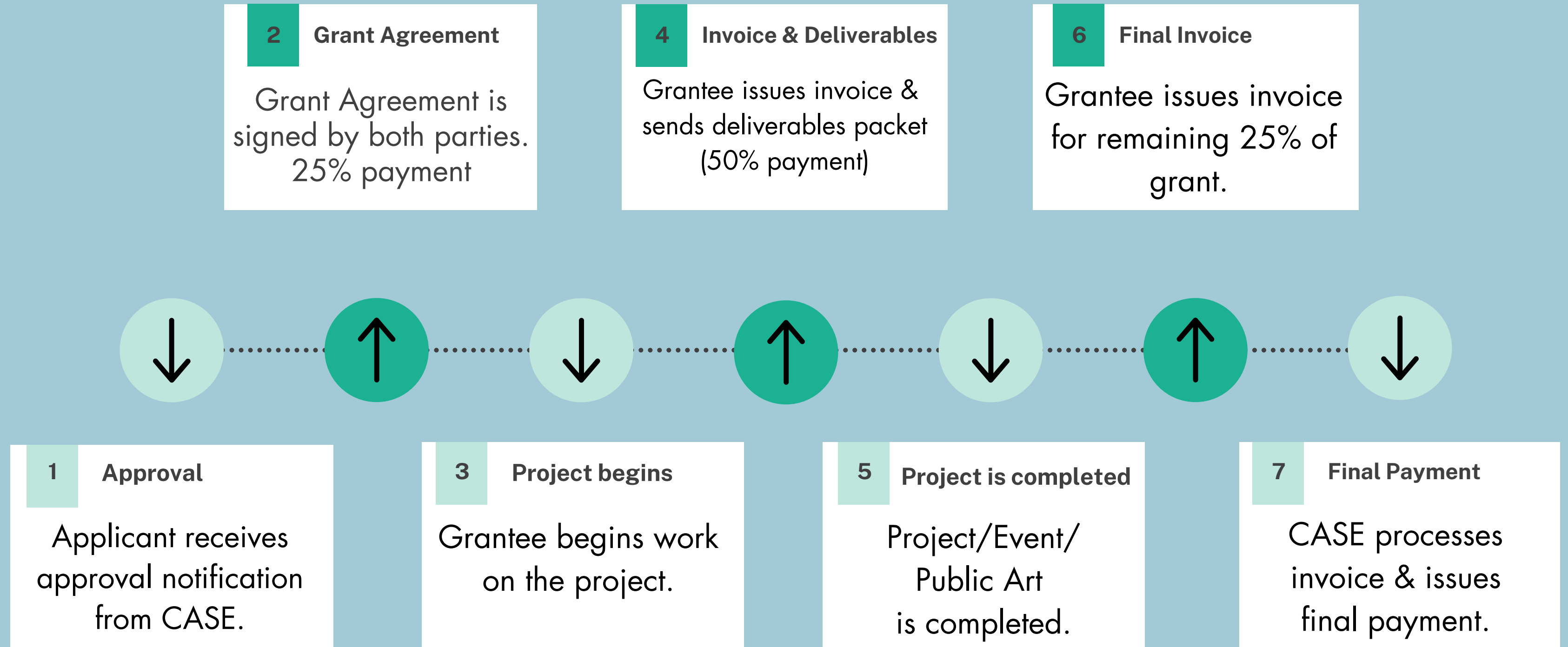
# Cultural Organization Recovery Program

## Payment Schedule

- 25% on signing of Grant Agreement
- 50% on receipt of Deliverables Packet
- 25% on completion of project or program
- All projects must be completed by December 2024



# General Timeline



# Post-Grant Requirements

- Provide reports with deliverables including but not limited to:
  - Press releases
  - Necessary permits/ permit applications
  - Final Budget
  - Rendering (Public Art)
  - Logistics Meeting (Festivals & Events)
- All projects are subject to all local, state and federal regulations
- All Grantees must credit the City of Lowell for granted funds in marketing and press materials.

# For more information:

Cultural Sector ARPA Grant Program Page

<https://lowellma.gov/1616/Cultural-Sector-ARPA-Grant-Programs>

Email: [CASE@lowellma.gov](mailto:CASE@lowellma.gov)

Phone: 978-674-4260

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# Question and Answer Session

## **The Office of Cultural Affairs and Special Events (CASE)**

Peter Crewe, Director

Diandra Silk, Assistant Director for Marketing and Communications

Roberto Dei, Special Event Coordinator

Erin Duffey, Program Assistant

**Email: CASE@lowellma.gov**

**Phone: 978-674-4260**